The ASSURE Model

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ASSURE Model of Instructional Design*

Overview of Instructional Technology Terms

- **Instructional Design**: systematic development of instructional specifications using learning and instructional theory to ensure the quality of instruction.
- **Instructional Development**: process of implementing the design plans.
- **Instructional Technology**: systemic and systematic application of strategies and techniques derived from behavioral, cognitive, and constructivist theories to the solution of instructional problems.

(Adapted from "Training and Instructional Design", Applied Research Laboratory, Penn State University)
A Model to Help ASSURE Learning

- Analyze Learners
- State Objectives
- Select Methods, Media, and Materials
- Utilize Media and Materials
- Require Learner Participation
- Evaluate and Revise
Appraisal Checklist: Objectives

Audience
- Specifies learners

Behavior
- Learner performance
- Observable behavior
- Real-world skill

Conditions
- Equipment, tools, aids or references that may be used
- Environmental conditions

Degree
- States standard for acceptable performance (time, accuracy, proportion, quality)
Domains of Objectives

- Cognitive
- Affective
- Motor Skill
- Interpersonal
Select Methods, Media and Materials

- Choosing a method
- Choosing a media format
- Obtaining specific materials
- Selecting available materials
- Modifying available materials
- Designing new materials
AV Showmanship: Presentations

- Anxiety
- Delivery
- Voice
- Eye Contact
- Gestures
- Visuals
Utilization Steps

- Prepare Materials
- Prepare Environment
- Prepare Learners
- Provide Experience
- Preview Materials